

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #533288

Mr. B. Corrigan

JONES McINTOSH, INC.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Bill:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **120** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

| <u>Promoted</u> <u>Product</u> | <u>Brand Styles</u> | <u>UPC Code</u> |
|-----------------------------------|---------------------|-----------------|
| 8 | Winston Filter Box | 12300-24876 |
| 8 | Winston Light Box | 12300-22772 |

Product / Premium Arrival:

December 8, 1997

Ship Date to Retail:

Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE: 0.8260

SKU WT (w/o Product): 1.5000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$4,380.50

51852 2196

-2-

.70¢ 2-Pack Tear Tape
JONES McINTOSH, INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$224.00 (8 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

51852 2197

WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|-----------|----------|---------------|
| 162202 | 162232 | 075877 | NORTHSIDE FOOD & BE | 233 NORTH ST | AUBURN | NY | 13021 | 1 | | | | (315)252-1235 |
| 162202 | 162232 | 738679 | MC'S | 247 W GENESEE ST | AUBURN | NY | 13021 | 1 | | | | |
| 162202 | 162238 | 171636 | SWEETHEART MARKET | 3909 BREWERTON RD | NORTH SYRACUSE | NY | 13212 | 1 | | | | (315)458-4410 |
| 162202 | 162238 | 172818 | VECCHIO'S MARKET | 406 N MAIN ST | NORTH SYRACUSE | NY | 13212 | 1 | | | | (315)458-5316 |
| 162202 | 162238 | 462765 | CENTRAL SQUARE IGA | COUNTY RT 49 | CENTRAL SQUARE | NY | 13036 | 1 | | | | (315)668-2631 |
| 162202 | 162232 | 284661 | NOBLES CONV MART | 7802 MAPLE RD | BALDWINSVILLE | NY | 13027 | 1 | | | 0976 | (315)635-1223 |
| 162202 | 162238 | 337722 | VILLAGE STOP SHOP | 102 S MAIN ST | CENTRAL SQUARE | NY | 13036 | 1 | | | | (315)676-2347 |
| 162202 | 162238 | 435553 | GREAT NO MOBIL SERV | 4031 STATE ROUTE | LIVERPOOL | NY | 13090 | 1 | | | | (315)652-4537 |
| 162202 | 162237 | 458253 | YOUR NEIGHBORHOOD S | 302 MALDEN RD | MATTYDALE | NY | 13211 | 1 | | | | (315)455-1234 |
| 162202 | 162230 | 464894 | SUNSHINE MINIMART # | 3000 BELGIUM RD | BALDWINSVILLE | NY | 13027 | 1 | | | | (315)638-4090 |
| 162202 | 162230 | 491331 | JOHN GLENN SERVICE | RT. 57 @ JOHN GLE | LIVERPOOL | NY | 13088 | 1 | | | | (315)457-5132 |
| 162202 | 162238 | 587630 | MS GILL AUTO REPAIR | 3511 BREWERTON RD | NORTH SYRACUSE | NY | 13212 | 1 | | | | (315)455-1786 |
| 162202 | 162230 | 647727 | A-PLUS MINI MARKET | 7653 MORGAN RD. | LIVERPOOL | NY | 13090 | 1 | | 0362-0102 | | (315)652-7427 |
| 162202 | 162237 | 655485 | MS GILL A-PLUS | 5136 TAFT & BUCKL | LIVERPOOL | NY | 13088 | 1 | | 0362-0102 | | (315)458-2996 |
| 162202 | 162238 | 696065 | CICERO GAS & GROCER | 6190 S BAY RD | CICERO | NY | 13039 | 1 | | | | (315)699-1970 |
| 162202 | 162230 | 718856 | BALDWINSVILLE A-PLU | 35 E GENESEE ST | BALDWINSVILLE | NY | 13027 | 3 | | 0362-0102 | | (315)635-6035 |
| 162202 | 162237 | 762308 | GALEVILLE GROCERY | 412 OLD LIVERPOOL | LIVERPOOL | NY | 13088 | 1 | | | | (315)457-2020 |
| 162202 | 162232 | 762400 | TRICOUNTY APLUS | 2632 DOWNER ST | BALDWINSVILLE | NY | 13027 | 2 | | 0362-0102 | | (315)635-3556 |
| 162202 | 162237 | 328323 | SUNSHINE MINI | 500 OLD LIVERPOOL | LIVERPOOL | NY | 13088 | 3 | | | | (315)453-6344 |
| 162202 | 162232 | 269019 | GEORGES GROCERY | 1292 WATERLOO GEN | WATERLOO | NY | 13165 | 1 | NYS | | 7434 | (315)539-4536 |
| 162202 | 162238 | 762794 | GEETA CORP APLUS | 5824 E TAFT RD | NORTH SYRACUSE | NY | 13212 | 1 | NYS | 0362-0102 | 044115 | (315)458-3903 |
| 162202 | | 500401 | DOM'S GROCERY | 30 ORCHARD STREET | AUBURN | NY | 13021 | 1 | NYS | | | |
| 162202 | 162237 | 762896 | R & J MOBIL EXPRFSS | 500 7TH NORTH ST | LIVERPOOL | NY | 13088 | 2 | NYS | | | (315)457-2462 |
| 162205 | 162237 | 022805 | OGDEN MINI MART | 6325 THOMPSON RD | SYRACUSE | NY | 13206 | 1 | | | | (315)463-2905 |
| 162205 | | 206074 | LEMOYNE FOOD MARKET | 666 AUDUBON PKY | SYRACUSE | NY | 13224 | 1 | | | | (315)446-2064 |
| 162205 | 162230 | 431998 | POOLERS GROC & DELI | 301 S LOWELL AVE | SYRACUSE | NY | 13204 | 1 | | | | (315)476-3720 |
| 162205 | | 748812 | S & A GROCERY | 518 WOLF ST | SYRACUSE | NY | 13208 | 1 | | | | (315)476-0644 |
| 162205 | 162231 | 762560 | A+A COUNTRY STORE | 5998 ROUTE 281 | LITTLE YORK | NY | 13087 | 1 | | | | (315)749-7436 |
| 162205 | 162237 | 732125 | CFM #87001 | 356 N MIDLER AVE | SYRACUSE | NY | 13206 | 1 | | | | (315)432-0152 |
| 162205 | 162237 | 739321 | GOLDEN MARKET | 1008 BUTTERNUT ST | SYRACUSE | NY | 13208 | 5 | | | | (315)423-3773 |
| 162205 | 162237 | 744911 | PAVIAS MARKET | 854 N SALINA ST | SYRACUSE | NY | 13208 | 1 | | | | (315)422-7961 |
| 162205 | 162237 | 753152 | K-1 CONVENIENT | 2204 BURNET AVE | SYRACUSE | NY | 13206 | 1 | | | | (315)434-8890 |
| 162205 | 162237 | 762093 | CHASES SMOKE SHOP | 2829 JAMES ST | SYRACUSE | NY | 13206 | 1 | | | | (315)463-9334 |
| 162205 | 162237 | 762499 | LUDY'S GROCERY | 106 OAK ST | SYRACUSE | NY | 13203 | 1 | | | | (315)472-1119 |
| 162205 | 162230 | 763105 | ON THE RUN | 968 E BRIGHTON AV | SYRACUSE | NY | 13205 | 1 | | 1449-0000 | | (315)492-1150 |
| 162205 | | 778411 | SMOKEYS TOBACCO&NEW | 708 BUTTERNUT ST | SYRACUSE | NY | 13208 | 1 | | | | (315)471-9660 |
| 162205 | | 779482 | ABE'S SHOP RITE | 100 GEDDES ST | SYRACUSE | NY | 13204 | 1 | | | | (315)471-2266 |
| 162205 | 162230 | 042749 | DIMARIA'S NEWS | 325 GIFFORD ST | SYRACUSE | NY | 13204 | 1 | | | | (315)476-1757 |
| 162205 | 162230 | 059528 | DESIMONE'S SERVICE | 680 S SALINA ST | SYRACUSE | NY | 13202 | 1 | | | | (315)476-6903 |
| 162205 | 162230 | 060876 | OGDEN MINI MART | 1883 STATE FAIR B | SYRACUSE | NY | 13209 | 1 | | | | (315)638-7130 |
| 162205 | 162237 | 085107 | BEST DAIRY | 2342 COURT ST | SYRACUSE | NY | 13208 | 1 | | | | (315)454-0910 |
| 162205 | 162230 | 171329 | LAFAYETTE IGA #810 | 2512 ROUTE 11 BX | LA FAYETTE | NY | 13084 | 1 | | | | (315)677-3302 |

WHOLESALE : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|---------------|
| 162205 | 162230 | 171656 | DURSTONS | 515 W GENESEE ST | SYRACUSE | NY | 13204 | 3 | | | | (315)471-1823 |
| 162205 | 162237 | 172810 | IKES SUPERETTE | 210 PARK ST | SYRACUSE | NY | 13203 | 1 | | | | (315)472-7672 |
| 162205 | 162230 | 173012 | ROCKYS NEWS | 447 N SALINA ST | SYRACUSE | NY | 13202 | 1 | | | | (315)422-1997 |
| 162205 | 162237 | 173058 | SOUTHWOOD SUPERETTE | 5190 E SENECA TNP | JAMESVILLE | NY | 13078 | 2 | | | | (315)492-1684 |
| 162205 | 162230 | 173166 | BRILBECKS MARKET | 620 ULSTER ST | SYRACUSE | NY | 13204 | 1 | | | | (315)422-0606 |
| 162205 | 162230 | 375584 | OLYMPIC NEWS | 109 S WARREN ST | SYRACUSE | NY | 13202 | 1 | | | | (315)474-9564 |
| 162205 | 162230 | 391370 | NEIGHBORHOOD FOODS | 139 N GEDDES ST | SYRACUSE | NY | 13204 | 2 | | | | (315)474-7704 |
| 162205 | | 478200 | SABASTINO'S PIZZA | 447 WESTCOTT ST | SYRACUSE | NY | 13210 | 1 | | | | (315)463-0491 |
| 162205 | 162237 | 500127 | THE DEPOT | 6497 E SENECA TPK | JAMESVILLE | NY | 13078 | 1 | | | | (315)492-4741 |
| 162205 | 162231 | 569765 | C & Y CONVENIENT | 53 RIDGE RD | LANSING | NY | 14882 | 1 | | | | (607)533-7840 |
| 162205 | 162237 | 577619 | C&C MINI MART, INC | 1431 N SALINA ST | SYRACUSE | NY | 13208 | 1 | | | | (315)479-5080 |
| 162205 | 162237 | 621049 | LUCKY 7 | 3100 COURT ST | SYRACUSE | NY | 13206 | 5 | | | | (315)463-0491 |
| 162205 | 162237 | 649134 | A-PLUS #4389 | 2500 ERIE BLVD. | SYRACUSE | NY | 13224 | 1 | | 0362-0102 | 042416 | (315)446-1921 |
| 162205 | 162230 | 689192 | OLYMPIC NEWS 2 | 441 S SALINA ST | SYRACUSE | NY | 13202 | 1 | | | | (315)478-5723 |
| 162205 | 162237 | 696028 | MAJOR GASLAND INC. | 1825 TEALL AVE | SYRACUSE | NY | 13206 | 1 | | 0362-0102 | | (315)437-6096 |
| 162205 | 162237 | 696125 | STAFFORD CONVENIENC | 372 STAFFORD AVE | SYRACUSE | NY | 13206 | 1 | | | | (315)433-0124 |
| 162205 | 162237 | 703671 | KLEEN-FOOD 2 | 500 CATHERINE ST | SYRACUSE | NY | 13203 | 1 | | | | (315)474-4354 |
| 162205 | 162230 | 706003 | VILLAGE MARKET | 2261 MILTON AVE | SOLVAY | NY | 13209 | 1 | | | | (315)487-2979 |
| 162205 | 162237 | 706005 | FAMILY FOOD MARKET | 814 BUTTERNUT ST | SYRACUSE | NY | 13208 | 1 | | | | (315)474-0721 |
| 162205 | 162230 | 721872 | NELSON'S NEWS | 1 MONY PLZ | SYRACUSE | NY | 13202 | 1 | | | | (315)478-5723 |
| 162205 | | 722158 | M&M GROCERY | 140 OAKWOOD AVE | SYRACUSE | NY | 13202 | 1 | | | | (315)425-9447 |
| 162205 | 162237 | 730136 | EXTRA KLEEN FOOD | 231 HAWLEY AVE | SYRACUSE | NY | 13203 | 1 | | | | (315)424-9506 |
| 162205 | 162237 | 731954 | GOLDEN MKT 2, INC. | 1701 COURT ST | SYRACUSE | NY | 13208 | 2 | | | | (315)454-2013 |
| 162205 | 162230 | 656818 | EXPRESSWAY MKT | 3226 S. SALINA ST | SYRACUSE | NY | 13205 | 1 | | | | (315)492-2574 |
| 162205 | 162237 | 660937 | ROSE'S CORNER MKT | 539 COURT ST | SYRACUSE | NY | 13208 | 1 | | | | (315)475-0143 |
| 162205 | 162231 | 305318 | COSTA'S MARKET | 75 WEST STREET | HOMER | NY | 13077 | 1 | NYS | | | (607)749-4656 |
| 162206 | 162237 | 171685 | TEMPLE DAIRY | 312 FAYETTE ST | MANLIUS | NY | 13104 | 2 | | | | (315)682-6367 |
| 162206 | | 171876 | ARNOTTS STORE | ROUTE 31 | VERONA | NY | 13478 | 1 | | | | (315)363-3538 |
| 162206 | 162233 | 294072 | ETC ETC | ROUTE 23 | ONEONTA | NY | 13820 | 1 | | | | (607)432-8172 |
| 162206 | | 733069 | MICHAEL'S DELI | 659 BLEECKER ST | UTICA | NY | 13501 | 1 | | | | (315)797-6331 |
| 162206 | 162236 | 519349 | FYLER RD CONVENIENC | 991A FYLER RD | KIRKVILLE | NY | 13082 | 1 | | | | (315)687-3400 |
| 162206 | 162235 | 599498 | JAMES ST MARKET | 401 JAMES ST | UTICA | NY | 13501 | 1 | | | | (315)733-8013 |
| 162206 | 162237 | 662855 | A-PLUS #4212 | 3492 ERIE BLVD E | DEWITT | NY | 13214 | 1 | | 0362-0102 | | (315)446-6241 |
| 162206 | 162236 | 725856 | NARAYAN GROC., INC. | 1148 FLOYD AVE | ROME | NY | 13440 | 1 | | | | (315)336-6820 |
| 162206 | 162236 | 748795 | E SYR VILLAGE MART | 307 W MANLIUS ST | EAST SYRACUSE | NY | 13057 | 2 | | | | (315)343-9636 |
| 162206 | 162235 | 760345 | RJ'S MARKET | 600 MOHAWK AVE | UTICA | NY | 13501 | 2 | | | | (315)733-7026 |
| 162206 | 162236 | 762348 | MILLERS MOBIL | 125 E MANLIUS ST | EAST SYRACUSE | NY | 13057 | 1 | | | | (315)463-0943 |
| 162206 | 162235 | 400859 | TOMA'S MOHAWK MINI | 1160 MOHAWK ST | UTICA | NY | 13501 | 1 | NYS | | | (315)732-5670 |
| 162303 | | 177362 | MILLERS NEWS STORE | 48 CHURCH ST | CANAJOHARIE | NY | 13317 | 1 | | | C-1055 | (518)673-5915 |
| 162604 | | 222511 | ABIDS DELI | 4141 W HENRIETTA | ROCHESTER | NY | 14623 | 1 | | | | (716)334-5923 |
| 162604 | 162620 | 358968 | UNION HILL CTRY STO | 1891 RIDGE RD | WEBSTER | NY | 14580 | 1 | | | | (716)265-4443 |
| 162604 | | 712287 | RED CARPET DELI | 39 JEFFERSON RD | ROCHESTER | NY | 14623 | 1 | | | 8222 | (716)475-9780 |
| 162605 | | 284016 | LAKE SIDE GROCERY | 3530 E LAKE ROAD | CANANDAIGUA | NY | 14424 | 1 | | | | (716)394-5505 |

WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|----------|----------|---------------|
| 162605 | | 763672 | PENN YAN NEWS | 7 MAIN ST | PENN YAN | NY | 14527 | 1 | | | | |
| 162605 | | 785631 | W BURLINGTON VIL ST | RT 51 AT 80 | W BURLINGTON | NY | 13482 | 1 | | | | (607)965-8563 |
| 162605 | | 310840 | QUICK & EASY STORE | ROUTE 96 | OVID | NY | 14521 | 1 | | | | (607)869-9430 |
| 162605 | | 745219 | D&D'S ONE STOP | 864 MAIN ST | LOCKE | NY | 13092 | 1 | | | 3660 | (315)497-1379 |
| 162605 | 162624 | 527607 | NICE N EASY #2401 | 703 S MAIN ST | NEWARK | NY | 14513 | 1 | | | 6441 | (315)331-5090 |
| 162605 | 162231 | 579857 | NEWFIELD SUNNY'S | 1253 W DANBY RD | NEWFIELD | NY | 14867 | 1 | | | | (607)275-0129 |
| 162605 | 162624 | 654787 | VICTOR CONVENIENCE | 6373 VICTOR MANCH | VICTOR | NY | 14564 | 2 | | | | (716)742-2150 |
| 162605 | 162624 | 657233 | VALVANO'S CLIFTON N | 22 W MAIN STREET | CLIFTON SPRING | NY | 14432 | 1 | | | 8055 | (315)462-5297 |
| 162605 | 162620 | 677756 | RAEANN INC. | DBA SCHAEFER'S MK | SODUS | NY | 14551 | 1 | | | | (315)483-4509 |
| 162605 | 162624 | 750230 | VALVANOS PALMYRA NE | 212 E MAIN ST | PALMYRA | NY | 14522 | 1 | | | | (315)597-8851 |
| 162605 | 162624 | 268994 | NORTHSIDE GROCERY | 1202 N MAIN ST | NEWARK | NY | 14513 | 1 | NYS | | 917153 | (315)331-7438 |

PAGE BREAK TOTAL ACCOUNTS 96 TOTAL QUANTITY 119

TEMPLATE TOTAL ACCOUNTS 96 TOTAL QUANTITY 119

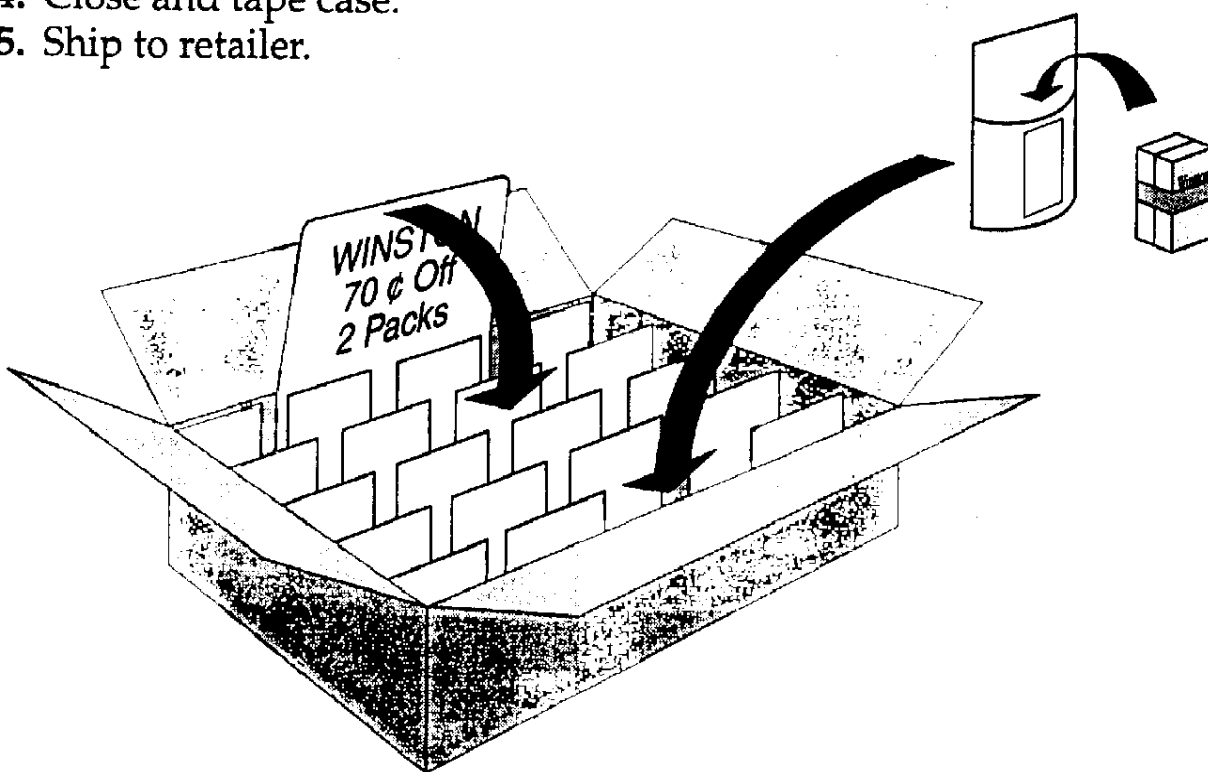
WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98**

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536285**Description:** WINSTON .70/2 PK / POS Kit

| Brand Style | FF Box | LT Box | | | | |
|-------------------|--------|--------|--|--|--|--|
| Number of Cartons | 2 | 2 | | | | |

51852 2201